

**ABSTRACT**

The present invention provides a method for increasing the polyphenol content in an oil, comprising the steps of contacting the oil with olive fruit material in the presence of an acid and separating the oil from the olive fruit material. The acid is preferably hydrochloric acid, citric acid, phosphoric acid, acetic acid, lactic acid or ascorbic acid. The olive fruit material can be selected from the group consisting of whole olive fruits, olive fruit particles and olive residue.